LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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FSI, 1992
National - P. O. Box 23012

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..CARLTON & NOW SMOKERS..

TAKE THE ULTIMA CHALLENGE. 2 FREE...

WITH PROOF OF PURCHASE

We're so sure you'll prefer the surprising flavor of new Merit Ultima over Carlton and Now, we'll send you 2 free packs to prove it. Just send 1 UPC symbol from Carlton or Now. Discover flavor at the lowest levels of tar and nicotine —and a smooth, easy draw you'll like.

THE ULTIMATE LOWEST FROM MERIT.

NEW MERIT ULTIMA™

SURPRISING FLAVOR AT 1 MG. NOT SURPRISINGLY FROM MERIT

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Kings: 1 mg "tar," 0.1 mg nicotine—100's: 2 mg "tar," 0.2 mg nicotine av. per cigarette by FTC method.

We will send you two free packs of New Merit Ultima,™ Kings or 100's. Send us one UPC from your pack or carton of Carlton or Now, fill in the information below and send this form to: Merit Free Pack Offer, P.O. Box 23012, Kankakee, IL 60902-3012.

*Name*_____

*Address*_____

*City*_____ *State*_____

*ZIP*_____ *Date of Birth*_____

*Signature*_____
(Required)

By signing this, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentives in the mail, subject to applicable state and federal law. Allow 4-10 weeks for delivery. Offer expires 5/30/92 or while supplies last. Limit one per person. Limited to smokers 21 years of age or older. No facsimiles accepted. Offer void in Minnesota, Utah, Iowa and where otherwise prohibited. Offer good only in U.S.A.

*1. What is your regular brand of cigarettes—that is, the brand you smoke most often?*_____

2a. Is your regular brand...? (Check one)
☐ *Regular/King Size* ☐ *100's* ☐ *120's*

2b. Is your regular brand...? (Check one)
☐ *Soft Pack* ☐ *Box*

2c. Is your regular brand...? (Check one)
☐ *Lowest/1 mg* ☐ *Light/Mild* ☐ *Full Flavor*
☐ *Ultra/Extra Low Tar* ☐ *Medium*

2d. Is your brand...? (Check one) ☐ *Menthol* ☐ *Non-Menthol*

2e. Is your regular brand...? (Check one) ☐ *Filter* ☐ *Non-Filter*

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"Carlton and Now Smokers" F.S.I.

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